

SELLING points

October 2011 Vol. 12, No. 4

MONTHLY RETAILER NEWSLETTER

WIN WITH A SPIN

Play WHEEL OF FORTUNE. With Pat & Vanna in Hollywood



Enter to win a chance to play a lottery players-only game* of
WHEEL OF FORTUNE in Hollywood and win up to **\$1 MILLION!**

WIN
UP TO **\$100,000**
INSTANTLY!



*Lottery players-only game. Non-broadcast.

Dear Lottery Retailers:

The long shadows of summer are gone and the holidays are approaching quickly! October is a beautiful month in South Carolina, and I hope you will have the opportunity to enjoy the cooler temperatures and the wonderful sporting events taking place each weekend. This is a busy time of year for the Lottery, too. We hope your players are looking forward to the return of Wheel of Fortune® and its second-chance drawing. As a bonus, Vanna White is appearing with the Lottery at the Beaufort Shrimp Festival on Saturday, October 1! If you're in the area, stop by.

Please be reminded that lottery winnings are to be paid out by ALL lottery retailers in cash, check, money order, or in a combination of the above, up to and including \$500. We are hearing from a greater number of our players who have been refused payment by a retailer. Going down the street is not the best option for you or the player. If you have any questions about this, please refer to your SCEL Contract. Thank you for making the sale for education. \$2.5 billion has been transferred to education in South Carolina since January 2002 – WOW! You made it happen.

We have a big birthday coming in January! Our Education Lottery will be 10 years old on the 7th day of January, 2012, and as we celebrate SCEL's birthday, we will also celebrate you and all you mean to our success. Thank you!



All my best,
Paula Harper Bethea
Executive Director
South Carolina Education Lottery

If you would like to speak with Paula Harper Bethea, contact Faris Keller in the Executive Office at (803) 737-3941.

Welcome to Selling Points

Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented in this publication is correct. If you have an idea for an article or questions about this publication, please send correspondence to SCEL Publications Department, P.O. Box 11949, Columbia, SC 29211-1949 or call 803-737-2037.

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the SCEL piece called "Odds of Our Games."

Display the Top Prizes Remaining Report: Every morning when you sign on, your terminal will generate a "Top Prizes Remaining" report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. Your MSR attaches this information to a ring on your play station. Encourage players to read the information, but please discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

Contact Information

Ticket Orders: 1-866-737-7235 (Option 1) (7 a.m. to 5 p.m.)
Stolen/Missing Tickets: 1-866-269-5668
Intralot Help Desk: 1-877-500-5202
Customer Information: 1-866-736-9819 (8:30 a.m. to 5 p.m.)
Licensing Information: 1-866-737-7235 (Option 4)
Gambling Addiction Services: 1-877-452-5155

For more information, visit us online at:

www.sceducationlottery.com

Please Play Responsibly! www.PlayResponsiblySC.com



Amoco Food Shop SUCCESS STORY

By Mike Soper, Coastal MSR

In **Beaufort, Amoco Food Shop's** owner Nick Desai sold a winning ticket in the \$2 Jumbo Bucks game to one of his regular players. He found out the ticket was a winner when the player returned later that day to ask Desai about cashing a ticket, but she didn't disclose the amount she won.

"If I had a winning ticket, how much could you pay me?" she asked.

Desai told her he could pay up to \$500.

She asked about a ticket worth more than \$500.

Desai told her she would have to go to Columbia to cash the ticket or she could mail it to the Lottery.

The customer left the store and Desai thought nothing more of it, till the next week when he looked at his Weekly Invoice Report and saw he had a \$500 credit for selling a \$50,000 top prize ticket. He had earned the store a 1 percent retailer commission. Desai remembered the woman and her questions.



Rhena and Tina pose with the poster announcing Amoco Food Shop sold a ticket worth \$50,000.

Desai was glad he was able to help the customer collect her winnings.

Speaking to each customer and calling most by name, Amoco Food Shop's staff talks and laughs with customers, putting them at ease. There is a strong sense that the staff and the customers enjoy each other.

The location has consistently been in the Million Dollar Sales Club and has maintained its position as one of the top three retailers in Beaufort County. The keys to Amoco Food Mart's success are friendly customer service and always asking for the sale.

Although it may sound simple, when Desai asks a customer to purchase an Add-A-Play ticket, more often than not they do. Amoco Food Shop is by far the #1 Add-A-Play retailer in the Beaufort and Hilton Head region because Desai takes the time to ask players to try the Lottery's games.



Powerball® players know the **Corner Store** in **Rock Hill** is a lucky spot. The location sold a \$200,000 winning Powerball® ticket, and owner Bhavna Patel was all too glad to display the new vendor's poster alongside another one for \$50,000!



Quick Mart of Bishopville #2 sold a \$40,000 Mega Millions® ticket. Pictured standing behind the vendor's board is clerk Joanne Atkinson.



This is the second \$200,000 winning ticket sold at **Raceway 846** on Augusta Road in **West Columbia** within four months. Neal Patel and Yasin Vahora are pictured.

WHEEL OF FORTUNE® SECOND-CHANCE PROMOTION

By Christine Green, Product Manager

On sale now, the new, \$5 Wheel of Fortune® ticket allows players to win up to \$100,000 and has an exciting second-chance promotion! Players can enter the second-chance promotion for a chance to win a trip to Hollywood where they may be selected to play a non-broadcast, lottery players-only game of Wheel of Fortune® with the chance to win up to \$1 MILLION!

HOW TO ENTER: Submit a non-winning, \$5 Wheel of Fortune® (Game #494) ticket by mail or online at www.sceducationlottery.com. To enter by mail, players must include their name, complete address, and telephone number on the ticket back, then sign the ticket, add postage, and mail the ticket like a postcard. To enter online, visit our website and click on the Wheel of Fortune® promotion link. Players will need to enter the required information and 12-digit ticket identification numbers from their non-winning Wheel of Fortune® tickets.

PRIZES & DATES TO KNOW: ENTRIES MUST BE RECEIVED FOR EACH INDIVIDUAL DRAWING BY THE DATE LISTED BELOW.		
ENTRY DEADLINE	DRAW DATE	PRIZE
DRAWING 1 Friday February 17, 2012	(3) Winners Thursday February 23, 2012	Grand Prize Trip <i>Date of Trip: on or about April 17, 2012</i>
DRAWING 2 Friday August 17, 2012	(3) South Carolina Finalists MULTI-STATE MILLION DOLLAR BONUS DRAW Wednesday August 29, 2012	The chance to win up to \$1 Million <i>Multi-State Draw: on or about September 17, 2012</i>
DRAWING 3 <small>The final drawing will be conducted at least thirty (30) days after tickets are no longer available for sale. Entry deadline will be announced.</small>	(1) Winner	\$100,000

those not selected for the trip in the first draw, three (3) finalists will be drawn for entry into a Multi-State Million Dollar Draw for a chance to win a cash prize of up to \$1 MILLION! The Multi-State Million Dollar Draw will include eligible entries from all participating lotteries and will be held on or about September 17, 2012.

Final Cash Prize Draw: AFTER this game is closed, entries not previously selected from those submitted to SCEL will be entered in a final drawing for a \$100,000 cash prize.

DRAWINGS:

Wheel of Fortune® Trip

Prize: Three (3) trip winners will receive a 5-day, 4-night trip to Hollywood, CA, with up to three (3) guests each. Trip winners may be selected to play in an exclusive non-broadcast, lottery players-only Wheel of Fortune® game with Pat Sajak and Vanna White, with the chance to win up to \$1 MILLION!

Multi-State Second-

Chance Draw: From entries received after the trip entry deadline and

WIN WITH A SPIN:

Play Wheel of Fortune® and you could win up to \$100,000 instantly. Enter the second-chance promotion where three (3) South Carolina lottery players will win a trip to Hollywood, CA, in the first drawing.

MEET VANNA WHITE...IN PERSON!

By Ammie Smith, Promotions Manager

The South Carolina Education Lottery will be selling tickets and conducting a promotion at this year's 17th Annual Beaufort Shrimp Festival in Beaufort. Join us on Friday, September 30, or Saturday, October 1, in Beaufort's beautiful Waterfront Park for a Lowcountry shrimp festival.

MEET & GREET VANNA WHITE

We will be featuring our newest \$5 instant ticket, Wheel of Fortune®. Vanna White will be at the lottery booth from 2 to 4 p.m. on Saturday, October 1. Vanna will be signing autographs for our lottery customers.

Please come and give a warm welcome to South Carolina's own Vanna White. See you in Beaufort!

Retailer Reminders

Make certain you give the player the REISSUED ticket when you cash a multi-draw online ticket with remaining draw dates. The reissued ticket is automatically dispensed when the original multi-draw ticket is cashed.

The last day to sell the Bass Pro Shops® ticket is Wednesday, October 12. The deadline for entering the final second-chance drawing is Wednesday, November 16. The third and final drawing is to be held on Wednesday, November 23.

Holiday Closings

NOVEMBER:
Friday, November 11: SCEL offices will be closed to observe the Veterans Day holiday. Retailers will NOT be able to order tickets. Tickets ordered BEFORE 5:00 p.m. on Thursday, November 10, will be delivered on Friday, November 11. Drawings will be held as scheduled. Remember to order early.

Thursday and Friday, November 24 and 25:
SCEL and our delivery partners will be closed to observe Thanksgiving and the day after. Tickets ordered BEFORE 5:00 p.m. on Tuesday, November 22, will be delivered on Wednesday, November 23. Tickets ordered on Wednesday, November 23, will be delivered on Monday, November 28. STOCK UP EARLY for the holiday weekend.

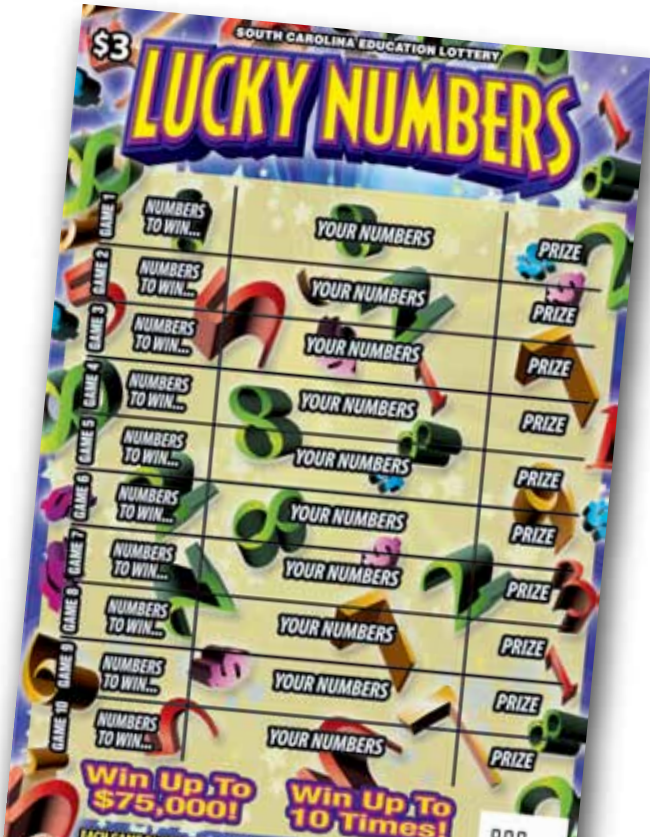
LUCKY NUMBERS SCRATCH-OFF IS BACK!

By Christine Green, Product Manager

Launching in October, the popular, \$3 **Lucky Numbers** instant ticket is back and gives players 10 games to play for a top prize of \$75,000!

Lucky Numbers is a player favorite, so make sure you tell your players that the game will return in October!

With an extended play style, your Bingo and Crossword players will want to give **Lucky Numbers** a try. Don't forget to ask for the sale!



LUCK STRIKES AT BLUE CRAB FESTIVAL

By Lauren Leviner, Promotions Coordinator

The Lottery traveled to the Lowcountry for this year's Little River Blue Crab Festival.

Lottery players enjoyed the beautiful weather while they purchased their lottery tickets and took countless spins on the prize wheel!

One lucky player found herself \$500 richer after purchasing a \$2 Lucky 7's instant ticket. Cheryl Cottingham (pictured above) didn't stop there! She won \$100 on both the Carolina Millionaires Club and Emerald Green 7's tickets! Cottingham also walked away with great lottery promotional items!

This was SCEL's first appearance at the Blue Crab Festival. A fun time was had by all!



WINNERS' BOARD



\$10,000
Pick 4

Antonio Estrada – Fort Mill
Purchased from Circle K
Stores #5963 – Fort Mill



\$1,000
Emerald Green 7's

Candice Dowdle – Hickory Grove
Purchased from
A&D Food Mart – Gaffney



\$1,000
Carolina Millionaires Club

Nicholas Moore – Walterboro
Purchased from
Lil' Cricket #888 – Walterboro



\$1,000
Carolina Millionaires Club

Ginger Lewis – Pickens
Purchased from
Mosley's Food Mart – Pickens



\$1,000
Lucky Numbers

Daniel Caskey – Lancaster
Purchased from Jack's
Convenience Store – Lancaster



\$1,000
\$200,000 Cash

Jadda Johnson – Pelzer
Purchased from
Cokers – Piedmont



\$2,700
Pick 4

Johnny Irby – Moncks Corner
Purchased from The Country
Corner – Moncks Corner

UPCOMING games

The following games are scheduled to launch Tuesday, October 4:

The following games are scheduled to launch Tuesday, October 25:



Launch dates and tickets are subject to change as necessary.
Artwork shown is not necessarily representative of final product and is subject to change.

ENDING games*

Please start selling down the following:

SC-471 Black Pearls

Last day to sell:
Wednesday, October 5, 2011

Last day to return:
Friday, November 4, 2011

Last day to redeem:
Tuesday, January 3, 2012

SC-410 Palmetto Cash SC-462 Bass Pro Shops®

Last day to sell:
Wednesday, October 12, 2011

Last day to return:
Monday, November 14, 2011

Last day to redeem:
Tuesday, January 10, 2012

SC-466 Pinball Payout

Last day to sell:
Wednesday, October 26, 2011

Last day to return:
Monday, November 28, 2011

Last day to redeem:
Tuesday, January 24, 2012

* Watch for UPDATES to ending dates that are sent via your lottery terminal.

Ending game dates are current as of Wednesday, August 31.

TICKET alerts*

Tues., October 4: Last day to redeem Jumbo Bucks (#400) and Instant Cash (#452).

Wed., October 5: Last day to sell Black Pearls (#471).

Wed., October 12: Last day to sell Palmetto Cash (#410) and Bass Pro Shops® (#462).

Tues., October 18: Last day to redeem 24 Karat Cash (#457).

Fri., October 21: Last day to return \$20,000 Taxes Paid (#461).

Tues., October 25: Last day to redeem Money Mania (#418) and Carolina Millionaires Club (#455).

Wed., October 26: Last day to sell Pinball Payout (#466).